

# SSH Research Valorisation Communication

Story Telling Techniques

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Co-funded by the  
Erasmus+ Programme  
of the European Union



# Welcome

Introduction - objectives and learning outcomes

This programme has been funded with support from the European Commission. The author is solely responsible for this publication (communication) and the Commission accepts no responsibility for any use that may be made of the information contained therein

# Agenda

- Introduction
- Communication Design
  - Why?
  - Who?
  - What?
  - How?
  - Implement and Evaluate
- Storytelling
- Shitty first draft

At the end of this session you will:

- be able to articulate the value of your research to different groups
- be able to understand which communication channels are relevant for your audience
- be able to work on your communication plan
- be able to craft and use core messages
- understand storytelling techniques



# bespoke

## We help organisations design the future

We are a global Strategic Design & Foresight studio based in Copenhagen.

Building the next generation of Future Facing organisations.

## Communications Expert Madeleine Harbich

Communications and PR specialist, project manager and generally a creative based in Vienna, Austria.

In the dozens of projects in her past, she learned to play the wide range of possible communication tools.

Learning new skills is her lifeline. Next to her own communications agency *Frau Zuckerguss* she is also involved in several projects at the University of Vienna and covers the range from digitization to impact in research.

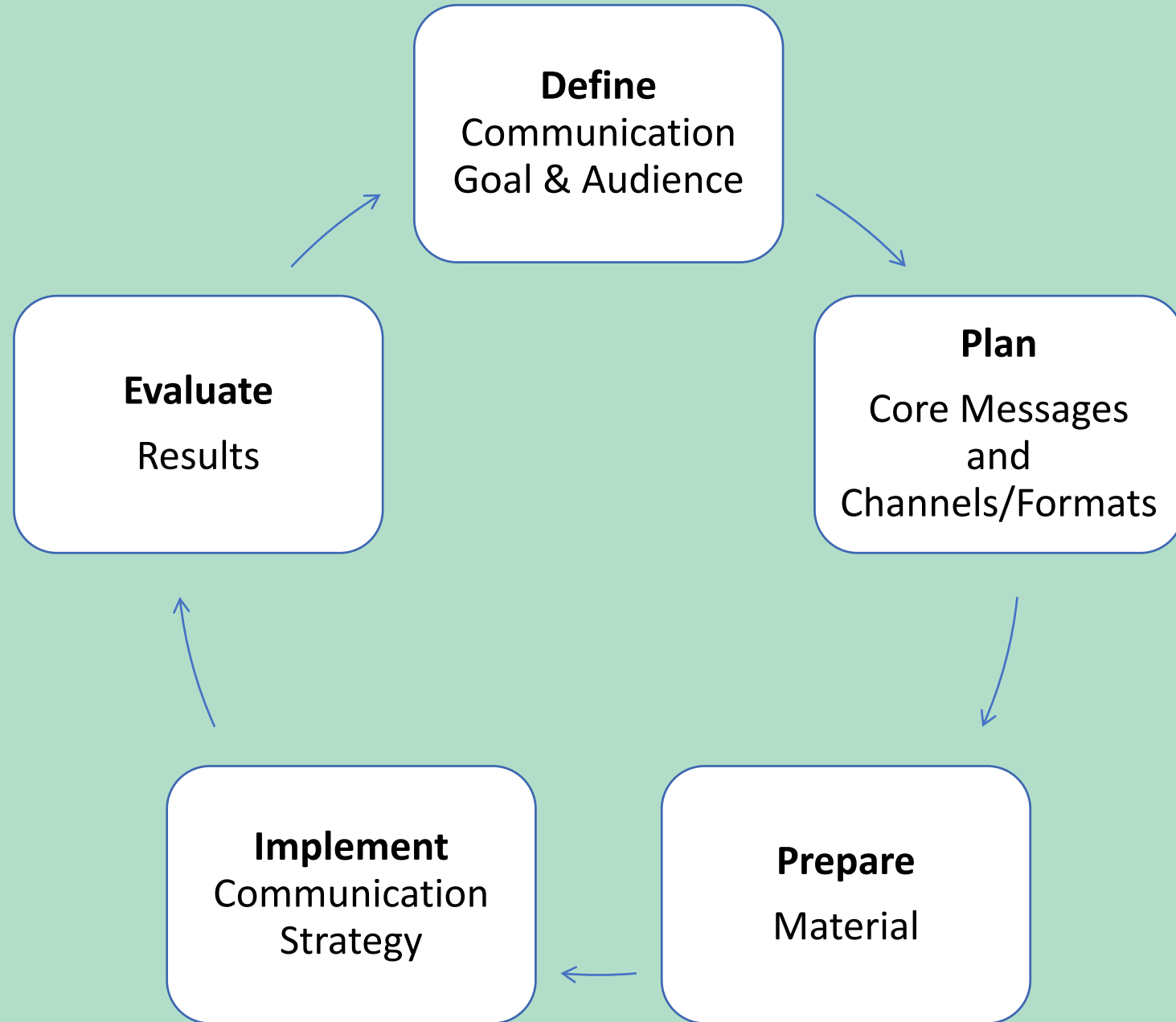




## Research Services and Career Development

Our central tasks include advising prospective or current doctoral students, providing further development of non-subject-specific competences, supporting the planning and acquisition of third-party funding, drafting contracts for third-party funded projects and other research contracts, and supporting the transfer and commercialization of scientific results.

**University of Vienna**





# WHY? Communication Goal

Why are you communicating? What is your goal?

- Raise awareness for topic
- Lobby your topic to e.g. government, council, city...
- Find partners for cooperation
- Secure funding
- ...

# Who? Defining the Audience

Who are you communicating to?

Clearly define your intended audience
















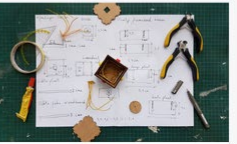




# What? Core Messages

- What is a core message?
- Crafting core messages
- Using core messages

# HOW? Communication Channels and Formats

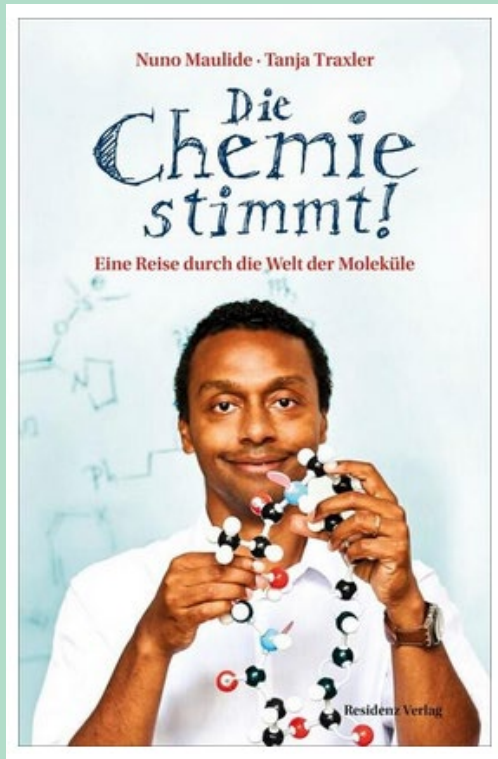
## Channels

- Newspaper Article
- Social Media Post
- Podcast
- Lecture
- VideoBlog
- Presentation at a School
- Citizen Science Activity
- Photo Competition
- TED Talk
- Documentary
- Pub Talk
- Guided Tour
- Installation
- .....

 Science listens <a href="#">Read More</a>	 Science Theatre <a href="#">Read More</a>	 Science Cafés <a href="#">Read More</a>	 Student Parliament <a href="#">Read More</a>
 Mass Experiments <a href="#">Read More</a>	 Competitions <a href="#">Read More</a>	 Kids Dig Science <a href="#">Read More</a>	 Fantastic DNA in a Box <a href="#">Read More</a>
 Film Festivals <a href="#">Read More</a>	 Debates <a href="#">Read More</a>	 Demonstrations <a href="#">Read More</a>	 Science Shows <a href="#">Read More</a>
 Pub Talks <a href="#">Read More</a>	 Guided Tours <a href="#">Read More</a>	 Walkshop <a href="#">Read More</a>	 Prototyping <a href="#">Read More</a>
 Design thinking workshop <a href="#">Read More</a>	 Hollywood physics <a href="#">Read More</a>	 Borrow a researcher <a href="#">Read More</a>	 Science and Arts Festival <a href="#">Read More</a>

# Examples?

## Popular Book



## Astronomy to Go! Mobile Planetarium



<https://astro.univie.ac.at/oeffentlichkeitsarbeit/aktivitaeten/astronomy-to-go-mobiles-planetarium/>

## Photo Competition



# Choosing the right channel

Which channels for which audience?

# Implement

What needs to be done?

Which Skills do I need?

Who can help with

- Proof reading?
- Feedback?
- Layout?
- Event Preparations?
- Connections?
- Technical Help?
- Picture Credits?

# Evaluate

- Keep track of communication measures
- Check for reactions (newspaper article, citations, participants, contacts...)
- Check if goal was achieved
- -> If necessary adjust plan





# About storytelling



# Storytelling

Create Emotions.

Let audience participate in your journey.

The central character is important. Make this person relatable.

Show ups and downs on the journey -> mistakes and failures are part of the story.

Surprises that occur.



# PIXAR's Rules of Storytelling



# Pixar's Rules of Storytelling

**1. Great stories are universal**

**2. Great stories have a clear structure and purpose**

**3. Great stories have a character to root for**

**4. Great stories appeal to our deepest emotions**

**5. Great stories are surprising and unexpected**

**6. Great stories are simple and focused**



# The storytelling canvas



# STORYTELLING CANVAS



<b>SUBJECT</b> What is the story about?		<b>GOAL</b> What do you want to achieve with this story?	<b>AUDIENCE</b> What is your story's audience? What are their needs?	
<b>BEFORE</b> What does your audience think, feel, know, want, before they have experienced your story?	<b>1. SET THE SCENE</b> What do you need to introduce? What should be set up or explained?	<b>2. MAKE YOUR POINT</b> The audience's A-Ha moment.	<b>3. CONCLUSION</b> The end of your story. What is the conclusion? What is your call to action?	<b>AFTER</b> What does your audience think, feel, know, want, after they have experienced your story?



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# The Story Telling Canvas

By: Designabetterbusiness.com

## Subject

What do you want to achieve with your story?  
Why do you want to tell it?

## Goal

What do you want your audience to know, feel, or do afterwards?

“Increased awareness or understanding? Shifts in perception or attitude? Community building? Capacity building? Policy change?”

\*<https://www.digitalstorytellers.com.au/the-story-canvas>

## Audience

You need to understand who your audience is. What do they care about? Why should they listen to your story? Different audiences need different stories

# STORYTELLING CANVAS



<b>SUBJECT</b> What is the story about?		<b>GOAL</b> What do you want to achieve with this story?		<b>AUDIENCE</b> What is your story's audience? What are their needs?	
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# The Storytelling Canvas

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## Map the audience's before and after state.

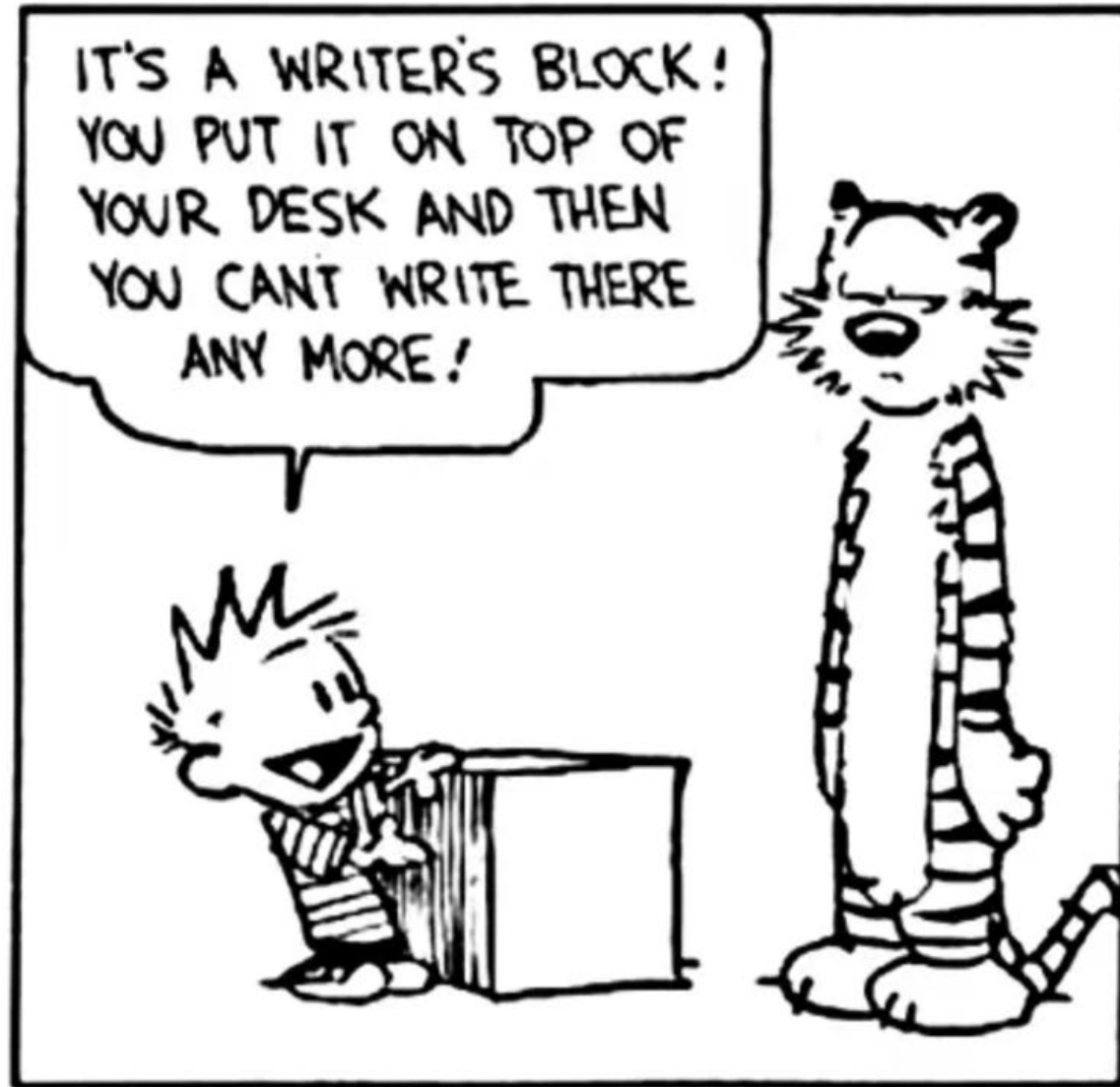
In order to be meaningful, your story should change your audience in some way. Their beliefs, emotions, or knowledge should be transformed by the time you are finished.

## Set the scene, make a point and conclude

Try to come up with arguments that may change their minds, and make sure you have a list of rational, emotional, and ethical points. What is your "proof"? Do you have examples? Anecdotes? Find the ones that will resonate with your audience.

## Checklist

- Facts & figures. These appeal to logic but can be boring.
- Anecdotes. These give personality & a sense of truth to the story.
- Examples. Halfway between facts and anecdotes, these bring clarity.
- Arguments. What logical pros and cons are there for this story?



Calvin and Hobbes by Bill Watterson, March 03 1995



**“Your shitty first draft”**



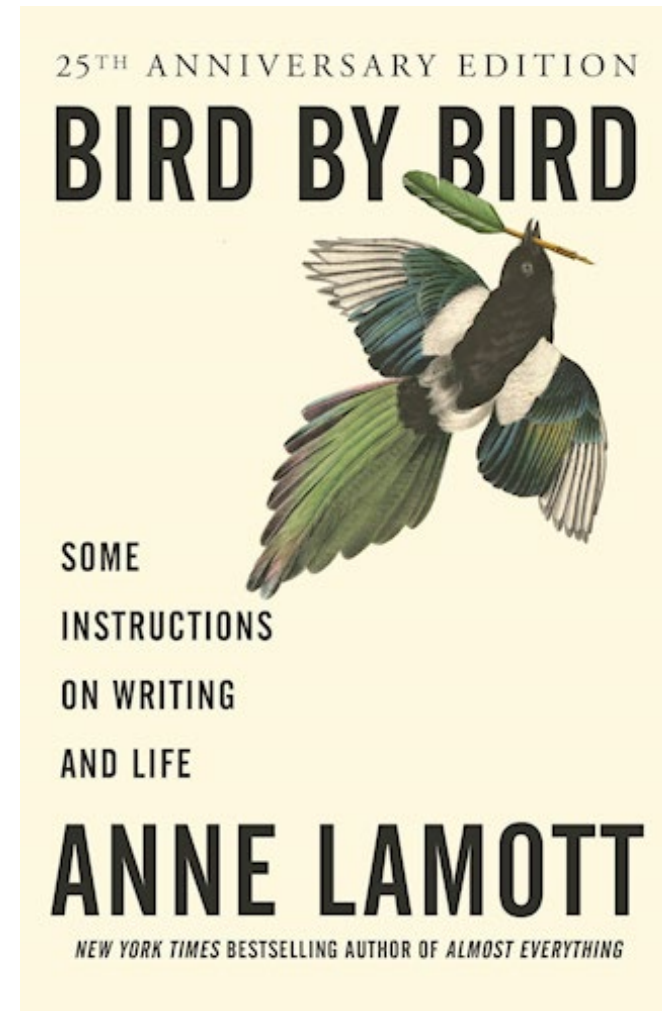
## "Shitty first drafts"

The concept is introduced by the author Anne Lamott, in her book, *Bird by Bird*.

The concept is easy: just get started! And optimize later.

Don't wait to have the best draft and /or conditions.

"All good writers write them. This is how they end up with good second drafts and terrific third drafts."



# Write a shitty draft

- What do you want to tell a non-scientific audience about your valorisation idea?
- Just start writing.
- No need to show this draft to anyone.

**15 minutes time for your draft**

# Short discussion

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